

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 564799 /		<u>Alt Order #</u> 07893750
<u>Product</u> MAJORITY PAC		
<u>Contract Dates</u> 08/03/12 - 08/07/12		<u>Estimate #</u> 94/100/1538
<u>Advertiser</u> Senate Majority Pac		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Janie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/03/12	08/03/12	NewsChannel 3 News	5-6am		:30			NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$240.00			
2	3	08/06/12	08/07/12	CBS This Morning	7-9a		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MT-----				2	\$280.00			
3	3	08/03/12	08/03/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$555.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	07/30/12-08/05/12	Price Is Right	11am-12n	-----F--	:30		\$555.00	NM		
				Credited								
4	3	08/06/12	08/07/12	Newschannel 3 News	12n-1230pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MT-----				2	\$415.00			
5	3	08/03/12	08/03/12	CBS Daytime	1228-3pm		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$555.00			
6	3	08/03/12	08/03/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$395.00			
7	3	08/06/12	08/07/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MT-----				2	\$280.00			
8	3	08/03/12	08/03/12	Newschannel 3 News	530-6pm		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$435.00			
9	3	08/06/12	08/07/12	Newschannel 3 News	8-630pm		:30			NM	2	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MT-----				2	\$505.00			
10	3	08/04/12	08/04/12	Newschannel 3 News	6-630pm		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$170.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
564799 /	07893750

Contract Dates	Product	Estimate #
08/03/12 - 08/07/12	MAJORITY PAC	94/100/1538

Advertiser	Original Date / Revision
Senate Majority Pac	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
11	3	08/05/12	08/05/12	Newschannel 3 News	630-7pm		:30			NM	1	\$200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/30/12	08/05/12	-----S				1	\$200.00			
12	3	08/03/12	08/03/12	7-730pm	7-730pm		:30			NM	1	\$585.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/30/12	08/05/12	----F--				1	\$585.00			
Totals											15	\$5,540.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/07/12	15	\$5,540.00	\$4,709.00
Totals	15	\$5,540.00	\$4,709.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.